RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

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February 26, 1997

RJR Account #186350
Ms. D. Prudence
F & T DISTRIBUTING

APRIL DORAL B2GF LIGHTER / PROMOTION #700050

Dear Diane:

Regular *DORAL* product has been ordered (see quantities listed below), as well as 60 SKUs of Doral Lighters (Item #521573) to pack and ship the above promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

UPC #	DORAL STYLE	#/ (12M) Cases
12300-16612	*FF King*	1
12300-15312	*FF 100*	1
12300-15112	*Light King*	1
12300-15212	*Light 100*	1

Product / Premium Arrival:	March 24, 1997
Ship Date to Retail:	Week of: March 31, 1997
SKU CUBE:	1.1490
SKU WT (w/o Product):	4.1900 lbs
Retail Sales Offer per Sku:	20 units
Billing per Sku:	4 Savings Cartons
EFT $ Amount:	$2,118.98
Non-EFT $ Amount:	$N/A

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Source: https://www.industrydocuments.ucsf.edu/docs/slym0000

Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2GF Doral Lighter sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. *One (1) Carton each: Doral FF Kg / FF 100 / Lt Kg / Lt 100/ Lt Box*. Consumer purchases two (2) packs of Doral a free Doral Lighter.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

Attached is a list of accounts authorized to receive packed displays. RJR will reimburse you $28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **$112.00 (4 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: A. Zecca

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/slym0000

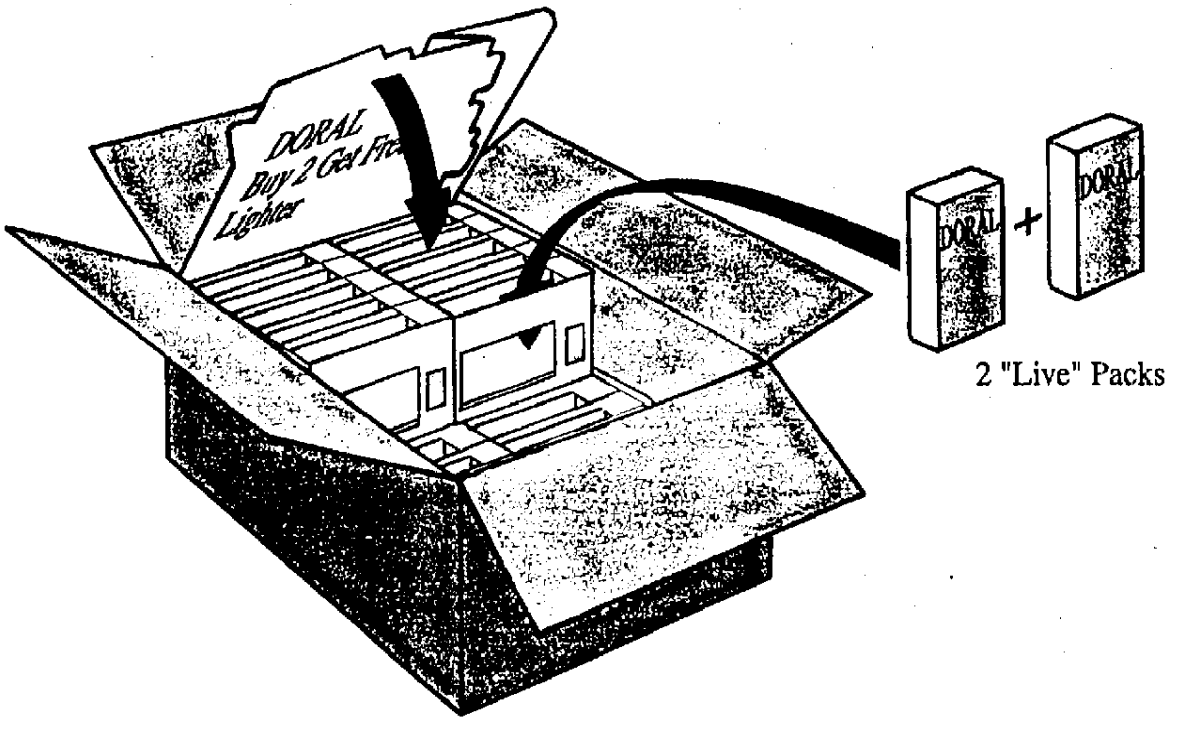
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 2ND QTR.'97

April DORAL B2GF Lighter

STEPS

1. Open DORAL B2GF Lighter shipping case.
2. Add 2 "live" DORAL packs of same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



2 "Live" Packs

Item: # 521573
Description: DORAL B2GF Lighter April Display/POS Kit

Brand Style						
Number of Cartons						

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Source: https://www.industrydocuments.ucsf.edu/docs/slym0000

WHOLESALER : 186350 F & T DISTRIBUTING CO., INC. <DIRECT>
TEMPLATE : 700050 70400 DORAL APR LTR
TEMPLATE SEQ : 0004
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162203	162231	587897	K&H REDEMPTION CTR	62 PENDLETON ST	CORTLAND	NY	13045	5				(607)756-5552
162203	162231	763732	EAST HILL CITGO	JUDD FALLS RD	ITHACA	NY	14850	1				(607)272-2250
162203	162231	338469	BIG AL'S HILLTOP	1103 DANBY RD	ITHACA	NY	14850	1				(607)272-3448
162203	162231	715529	NINETY SIX CONNECTI	RT 96 & MILL STRE	CANDOR	NY	13743	2				(607)659-4066
162204	162226	702678	GAS & GOODIES #5	1231 CAMPVILLE RD	ENDICOTT	NY	13760	1		2929-0000		(607)786-8885
162203	162231	511556	JASON'S GROCERY/DEL	301 COLLEGE AVE	ITHACA	NY	14850	1				(607)273-0807
162203	162231	703515	C&C TOBACCO OUTLET	109 N MEADOW ST	ITHACA	NY	14850	5				(607)272-4341
162203	162231	716104	DISCOUNT BEVERAGE W	4030 WEST RD	CORTLAND	NY	13045	3				(607)756-5181
162205	162230	172778	TERRY ROAD MARKET	224 TERRY RD	SYRACUSE	NY	13219	1				(315)488-7700
162203	162231	525346	VALLEY KORNER	2102 MECKLENBURG	ITHACA	NY	14850	1	NYS			(607)273-6015
162203	162231	031651	PAYLO QUICK STOP	MAIN STREET	TRUMANSBURG	NY	14886	2	NYS			(607)387-9875
162203		269497	REYNOLDS VARIETY	ITHACA SHP PLZA	ITHACA	NY	14850	1	NYS			(607)272-9470
162205	162230	442838	RICH'S DELI & BEV	413 MILTON AVE	SYRACUSE	NY	13204	2	NYS		921320	(315)487-1100
162203	162231	059836	R. J. MOBIL #2/F	152 CLINTON ST	CORTLAND	NY	13045	1	NYS			(607)753-1724
162203	162231	171292	PAYLESS FOOD WHSE.	34 OWEGO ST	CORTLAND	NY	13045	1	NYS			(607)756-6361
162203	162231	269440	CHUCKS MOBIL MART	STATE&MEADOW ST	ITHACA	NY	14850	5	NYS			(607)272-3008
162203		450559	NATOLIS RT 11 MKT	220 S MAIN ST	HOMER	NY	13077	1	NYS			(607)756-9311
162204	162231	329873	MAIN STREET DELI	2 W MAIN ST	OWEGO	NY	13827	4	NYS	2929-0000		(607)687-3300
162204	162231	396274	NORTH AVE GAS STOP	UPPER NORTH AVE	OWEGO	NY	13827	1	NYS	2929-0000		(607)687-2605

PAGE BREAK TOTAL ACCOUNTS 19 TOTAL QUANTITY 39

TEMPLATE TOTAL ACCOUNTS 19 TOTAL QUANTITY 39

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